

Central Hollywood Coalition
Sunset & Vine BID Board Meeting

MINUTES

January 14, 2014

4:00 – 6:00 p.m.

AMPAS Pickford Center

1313 Vine Street, Los Angeles, CA. 90028

Officers and Directors Present

Duke Gallagher, Treasurer, The Production Group

Fabio Conti, Fabiolus Cucina

Brian Folb, Paramount Contractors

Kitty Gordillo, Hollywood Wilshire YMCA

Chase Gordon member-elect, Avison Young

Melissa Logan, Amoeba Music

Michael Pogorzelski, Academy of Motion Picture Arts and Sciences

Keith Ragadio member-elect, Robertson Properties Group

Fred Rosenthal, Ametron

Katie Seymour, Windsor Communities

Arthur Stroyman, Kilroy Realty Corp.

Absent

Charles Eberly, The Eberly Company

James Haydu ex-officio member, SEE-LA

Elva Hernandez member-elect, Hudson Pacific Properties

Harout Markarian, Western Diocese of the Armenian Church

Elizabeth McDonald, Secretary, Los Angeles Film School

Carol Massie, President, McDonald's Restaurants

Guests

Marya Bungee, Coro

Steve Seyler, Andrews International Security

Captain Pete Zarccone, LAPD

Consultants

Sarah Besley, Sunset & Vine BID Executive Director, Hollywood Property Owners Alliance

Kerry Morrison, Hollywood Property Owners Alliance

Joseph Mariani Jr., Hollywood Property Owners Alliance

Devin Strecker, Hollywood Property Owners Alliance

I. Call To Order

Filling in for Massie, Pogorzelski called the meeting to order at 4:08 p.m.

II. Public Comment and Presentations

- Marya Bangee, a CORO fellow currently assigned to the HPOA, introduced herself.
- LAPD **Captain Zarcone** reported that Los Angeles and Hollywood have shared the same crime picture for the past 10 years; crime has decreased every year, and is currently down to 1950's levels. The goal was 1% reduction in part 1 crimes in 2013, and the exceeded that with an 11% reduction. Fire danger and earthquake preparedness are the two major concerns now.
- **Yeghig Keshishian**, Central Area Representative with the Mayor's office, was in attendance and spoke about the recent announcement that part of Los Angeles, including parts of Hollywood, was awarded the Promise Zone designation. He said there was some mischaracterization about this in the media, stating that it simply means that this area is allowed to apply for grants and allocates federal staff to assist; it could also lead to tax incentives. He also mentioned the upcoming Mayor's Budget Forum which will be held on January 21st at the Taglyan Center.
- **Lessons from IDA NYC 2013:** Besley, Strecker and Mariani presented on the top 10 things they learned at the International Downtown Association annual conference which they attended in October in New York City.

III. Approval of Board Minutes

A. Minutes from December 10, 2013

The board reviewed the minutes from the previous meeting.

It was moved by Brian Folb, seconded by Fabio Conti and CARRIED unanimously to approve the Minutes from the December 10, 2013 meeting.

IV. Treasurer's Report

- A. Approve Treasurer's report ending December 31, 2013:** Gallagher distributed a reconciliation report, cash flow statement, balance sheets, and a detailed delinquency report to the Board. According to the cash flow statement the BID is scheduled to have about \$69,000 remaining at the end of the year, with \$50,000 allocated for beautification.

It was moved by Kitty Gordillo, seconded by Fred Rosenthal and CARRIED to approve the Treasurer's Report ending December 31, 2013. The motion carried unanimously.

- B. LAUSD delinquency history:** Gallagher reminded the board that LAUSD is still the largest delinquency in the budget. Besley reported that staff has raised the issue with the California Downtown Association which is the entity best suited to address the matter on a state-wide

level. A record of assessment payments from LAUSD, going back to 2008, was distributed to the board in December.

V. Committee & Program Reports

A. Security Committee

1. **Year-end security report:** Seyler reported that Andrews finished its 7th year providing security services to the BID. Last year the officers worked closely with LAPD and other organizations, including social service providers, and attended over 180 meetings. Last year, radio calls, citizen contacts and business checks were all up from the year prior. Seyler then detailed several events and incidents in 2013, including notable arrests, trainings, and homeless outreach efforts (including the EMO – Egg McMuffin Outreach on December 25).
2. **LAPD/Metro Video camera upgrade:** Mariani reported that all public safety cameras are scheduled to be upgraded by the end of March. They will possibly be running a line to the security office so the cameras can be monitored (but not controlled) there; the committee is currently waiting for cost estimates and will report back at the next security committee meeting.
3. **Letter to BID liquor stores regarding alcohol sales to chronic inebriates:** Morrison reported that a working group is being assembled to examine issues relating to alcohol sales and abuse, especially in the homeless community, as so many of our security incidents and arrests are related to public intoxication. Zarcone added that we can inform our property owners that liquor stores should not be selling single cans or bottles of beer or wine, and to make them aware of the liability they incur by selling alcohol to inebriated people. Seyler stated that the security team is now documenting where the alcohol was purchased when they are making alcohol-related arrests.

B. Marketing & Communications

1. **Creation of Sunset & Vine BID photo bank:** Strecker reported that in the course of hiring a photographer to take new photos for a HED Photo Bank, he requested that photographer, Gary Leonard, capture photos of the Sunset & Vine BID. Strecker shared some of the photos he had already taken, adding that the photographer is working with Clare Sebenius at Haines & Co. to finalize the project and gather specific shots.
2. **Education trade media outreach following Emerson College opening:** Strecker stated that Haines & Co., the PR firm working with HED, will be pitching a piece on Education in Hollywood to various trade publications in the next month or two, and will include information about the new Emerson College building in the Sunset BID. They will be waiting until after Emerson has done their own PR push, which they suspect will be closer to March 7th.

C. Streetscape & Planning Committee

1. **Report from ad-hoc selection committee for the maintenance RFP:** Besley reported that the Ad-hoc Selection Committee and the HPOA staff have had numerous discussions with Cleanstreet since their contract was renewed for three months (ending March 31, 2013). Cleanstreet has been very responsive to the needs expressed by the committee – including the desire for a field-based supervisor that will cover both BIDs. The ad-hoc committee will reconvene in February or March to assess their options and select a vendor to fulfill the entire 5-year contract period – ending in December, 2018.
2. **Status of Green Vine Project – 55 trees to be planted along Vine Street:** Besley reported that the city has sent letters to each of the property owners along Vine Street notifying them that trees are being planted. The city plans to wait at least two weeks from the receipt date of the letter to begin processing permits. It is expected that the project will begin in March.
3. **Electrical box art project by Kilroy Realty:** Besley announced that Arthur Stroyman and his colleagues at Kilroy Realty are taking an innovative approach to improving a utility box by adding artwork. Besley said that the board may want to consider incentivizing these types of projects in the future by offering small grants (less than \$500).
4. **Update on Hollywood Community Plan ruling:** The board received copies of a letter from Michael LoGrande (Director of Planning) describing the city's current position on the tentative statement of decision from the LA Superior Court. Among several points, the letter states that "while the HCUP remains in effect today, the judge's tentative statement of decision would, among other things, order the City to rescind the Update and "all related approvals issued in furtherance" of the Update, and to refrain from granting "any authority, permits or entitlements which derive from the update." Consequently, the Council Office and Planning Dept. are referring interested parties to the Proposed Lands Use and Zone Change Matrix (Exhibit E) from the prior Plan. Staff is still waiting to hear whether the City Attorney will file an appeal once the decision is made final.
5. **DWP grant application:** Staff will once again apply for the \$5,000 grant offered by DWP for a beautification project. Besley has suggested using the funds to help pay for a project already in progress (e.g. Green Vine) since several are in the works.

D. Nominating Committee

1. **Orientation for board members-elect:** Besley reported that the Annual Meeting will take place next month. At that time the Nominating Committee will formally introduce the slate of directors and officers for the board to elect. Shortly after the meeting HPOA staff will schedule an orientation meeting with new members: Chase Gordon, Keith Ragadio and Elva Hernandez. Besley added that Mike Smith had to recently resign as he

just left his position at Broadreach Capital, therefore the Nominating Committee will begin searching for potential candidates to fill his vacancy in the coming weeks.

VI. Staff Reports

- A. **Report back from meeting with Commissioner James:** Besley reported that the Commissioner spent 90 minutes with the BID Consortium at their meeting last week. He described the structure of the Board and their various responsibilities and informed the group that he directly oversees Bureau of Street Services, which includes sidewalk repair, trees, and street use permits. He spoke at length about sidewalk liability, the street bond, and possibly resurrecting the 50/50 sidewalk repair policy with an indemnity clause and is planning to return to the BID Consortium in the coming weeks gauge support, among BID directors, for a bond measure to improve streets and sidewalks.
- B. **Update on transition of BID management unit to EWDD:** Besley reported that the City Council approved the transfer of the Special Assessment Unit to the Economic and Workforce Development Department, as was supported by the CHC Board. Twelve of the fourteen staff positions were approved and the staff is expected to move in the Summer
- C. **Update on *Lavan vs. City of LA*:** Besley provided an update on the *Lavan* case, which involves a group of homeless advocates that sued the City to prevent the seizure of personal belongings on the sidewalk in Skid Row. At the most recent BID Consortium meeting staff was informed that the repercussions of this case could now be city-wide as the city is engaging in settlement discussions with the plaintiffs. As a result, the settlement could fundamentally change the way the LAPD and BID security responds to complaints of items on the sidewalk and could lead to significant impacts on the quality of life. HPOA Staff has voiced their concerns to Councilmember O'Farrell and requested that the city take the case to trial.
- D. **Change Order to CHC/HPOA Service Agreement:** A draft copy of the service agreement between the HPOA and CHC was distributed to the Board. Staff is beginning to look at various options for book-keeping and financial management as Gallagher has expressed interest in retiring his duties as treasurer. Gallagher has voluntarily managed the finances for the CHC since the inception of the BID. Once a system is identified staff will present a revised change order to the board. A meeting with Gallagher has been scheduled on January 31, 2014.

VII. Next Meeting

The next meeting is scheduled for February 11, 2014.

VIII. Adjournment

The meeting was adjourned at 4:40 p.m. for Executive Session.